Workplan Logistics

I. Selling/Execution Detail

Month: April

Promotion: DORAL B1G1F 86,400 Outlets Pre-Sleeved

Promotion #: 800219

Item #: 540971 4320

Segment: Partners Pack Outlets

SKU Quantity: 20

Placement/MSA Reporting: DOR APR B1G1F

Reporting Dates: 4/6/98 - 6/12/98

Promotion Details: 1) Promotion Description - DORAL buy 1 get 1 free with name generation insert (Boston, New York Metro, Buffalo, N. California, S. California, Seattle, Chicago, Detroit Regions only). Will be pre-sleeved in Winston-Salem.

2) Materials Description - Display/POS Kit (includes POS Card, Counter Display)

3) Recommended Displays - Included in SKU.

Pricing Details:
- Invoice Description: B1G1F
- Pricing: Regular list price.
- Terms: Standard 3.25% on live product. Handling allowance 3.25% on free product. 1.4% EFT.
- Additional Allowance: State tax for free product.

Promotional Packaging UPC: 12300-23797

Product UPC:
- 25184 - DORAL Lts Mthl 100 144
- 25185 - DORAL Ult Lts 100 144
- 25186 - DORAL Box ~~144~~
- 25187 - DORAL Lts Box X
- 25188 - DORAL Box 100 144
- 25189 - DORAL Lts Box 100 ~~X~~ 144

VAP Payment Per 6M Case:
1) Pack Only - $3.30 per promoted 6M case
2) Pack and Ship - $4.90 per promoted 6M case

II. Promotion Timing

Allocations Available: 1/12/98

Model Available: 1/26/98

Allocation Adjustments to Model: 1/26 - 2/20/98

Templates Available: 2/23/98

Valued-Added Transfer Deadline: 2/27/98

First Order Date: 3/2/98

First Delivery Date to Direct Accounts: 3/23/98

VAP/Delivery Date to Retail Accounts: 4/20/98

Last Delivery Date to Direct Accounts: 5/4/98

Roll Remaining Allocations to National/Clean-Up: 5/11/98

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Source: https://www.industrydocuments.ucsf.edu/docs/qgdn0000

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Second Quarter 1998
April C/G DORAL B1G1F (8 Regions)
Promotion #800219
Item #540971

	Region	# Offers	# SKUs	(1/SKU) POS/Dply Kit	Total 6M Cases	Lt 1Mth/100	Ul Lt 100's	Lt Box 100	FF Box 100	Lt Box's	FF Box's
1100	Boston	87,600	4,380	4,380	584	146	146	146	146	0	0
1200	New York Metro	52,200	2,610	2,610	348	87	87	87	87	0	0
1600	Buffalo	86,400	4,320	4,320	576	144	144	144	144	0	0
	Total NESA	226,200	11,310	11,310	1,508	377	377	377	377	0	0
5100	N. California	105,600	5,280	5,280	704	14	14	169	169	169	169
5400	S. California	97,200	4,860	4,860	648	0	0	162	162	162	162
5600	Seattle	81,600	4,080	4,080	544	0	0	136	136	136	136
	Total WSA	284,400	14,220	14,220	1,896	14	14	467	467	467	467
6200	Chicago	19,200	960	960	128	32	32	32	32	0	0
6700	Detroit	130,200	6,510	6,510	868	217	217	217	217	0	0
	Total MWSA	149,400	7,470	7,470	996	249	249	249	249	0	0
	GRAND TOTAL	660,000	33,000	33,000	4,400	640	640	1,093	1,093	467	467

NOTE: 20 offers per SKU (each carton contains 5 pre-sleeved offers; each 6M case contains 150 offers)

Hawaii - 28 Cases

rjl001/ccd
1/13/98

Source: https://www.industrydocuments.ucsf.edu/docs/qqdn0000

WHOLESALER PACKING INSTRUCTIONS

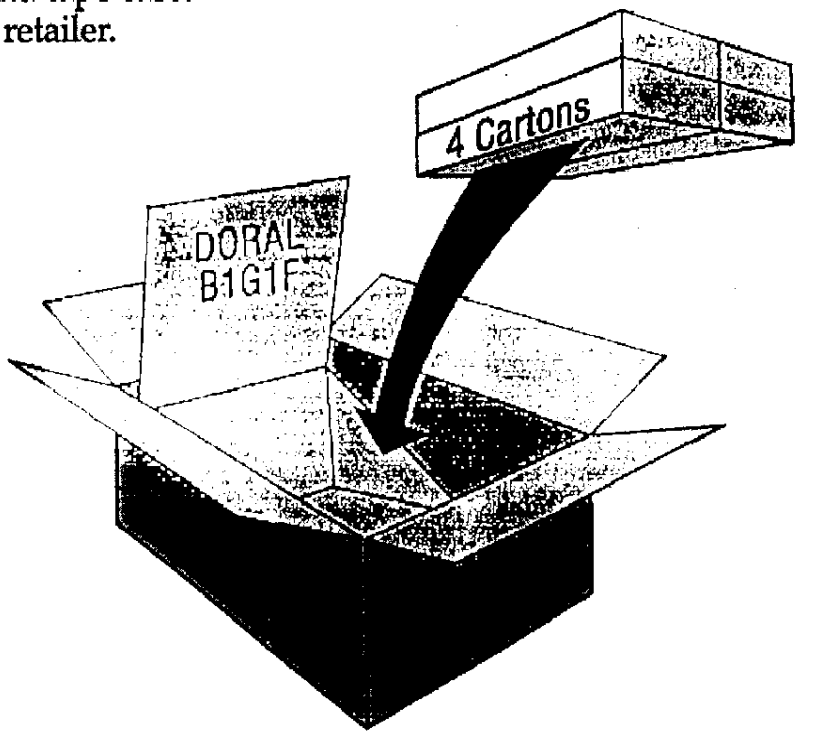
VALUE ADDED PROMOTIONS 2ND Q.T.R. '98

April DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 540971
Promotion Reporting Description: DOR APR B1G1F

Brand Style	MEN LT 100	ULT LT 100	LT BOX 100	FF BOX 100		
Number of Cartons	1	1	1	1		

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Source: https://www.industrydocuments.ucsf.edu/docs/qgdn0000